



JONATHAN E. FIELDING, M.D., M.P.H.  
Director and Health Officer

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March 17, 2011

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE  
TWO AGREEMENTS FOR THE EMERGENCY PREPAREDNESS AND  
RESPONSE PROGRAM**

This is to inform you that I am exercising the delegated authority approved by your Board on July 13, 2010, which permits the Department of Public Health (DPH) to enter into agreements related to public health emergency preparedness and response to public health threats and/or emergencies with the contract maximum obligations not to exceed \$500,000 per service agreement, not to exceed a twelve-month term, 100 percent funded by the Centers for Disease Control and Prevention (CDC), subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

In 2009, the World Health Organization (WHO) declared the first influenza pandemic in over 40 years. Congress appropriated funds to the Public Health Emergency Response (PHER) program for state and local pandemic response.

On August 10, 2010, WHO declared that the world had entered the post-H1N1 influenza pandemic period. Based on previous pandemics, H1N1 is expected to cause local outbreaks throughout the world.

On August 26, 2010, CDC notified PHER grantees of an 11-month extension, in addition to a prior 30-day extension (12 months), for all PHER funds through July 30, 2011 to continue reasonable and allocable PHER activities and to initiate new activities to improve pandemic preparedness by implementing improvements based on departmental evaluation of response activities.

On November 5, 2010, DPH provided a plan to your Board regarding use of the remaining PHER funds. The plan included the execution of sole source agreements in excess of \$250,000 with LAGRANT Communications and Edelman.

Using this delegated authority, I will execute sole source agreements with these two agencies, funded by the CDC PHER funds Notice of Award 1H75TP000350-01 Extension 09-10 for federal fiscal year 2010-11, effective upon execution by the parties through July 30, 2011.

These agencies were selected based upon their strong experience and background in serving multi-cultural communities in Los Angeles County.

**LAGRANT Communications: \$499,999**

As stated in the November 5, 2010 PHER Extension Summary, LAGRANT Communications will provide services to expand existing communication channels and templates to disseminate new CDC flu guidance related to universal vaccination, personal protective precautions, and infection control targeting the Hispanic and African American communities.

LAGRANT Communications is a multicultural agency based in Los Angeles that specializes in communication and media outreach within the Hispanic and African American communities. With more than 20 years of experience serving the needs of these communities, LAGRANT Communications employs bilingual and bicultural staff and has the necessary experience and resources to effectively target these communities in a culturally relevant way that respects and understands the nuances and barriers that exist regarding vaccinations.

Under this agreement, LAGRANT Communications will work collaboratively with DPH and other media vendors to effectively reach the African American and Hispanic communities by developing and implementing a comprehensive culturally and linguistically appropriate media campaign via multiple communication channels (e.g. public service announcements, social media platforms, and outdoor media).

**Edelman: \$499,697**

As stated in the November 5, 2010 PHER Extension Summary, Edelman will provide services to expand existing communication channels and templates to disseminate new CDC flu guidance related to universal vaccination, personal protective precautions, and infection control.

Edelman is a global public relations firm, with 135 employees in the Los Angeles office, including a dedicated healthcare practice team. Edelman is rooted in health and has one of the most respected healthcare practices in the world. Having worked in healthcare delivery, administration, regulation, and communications, Edelman's employee offer a unique insider's perspective of the industry. In addition, by working with patients, researchers, providers, employers, payors, advocacy groups, regulatory entities, professional associations, and the media, Edelman has developed a firm understanding of the opportunities and challenges facing healthcare organizations.

Under this agreement, Edelman will lead collaborative efforts with DPH and other media vendors to effectively reach Hispanic, African American, Asian, and Eastern European communities by developing and implementing a comprehensive culturally and linguistically appropriate media campaign via multiple communication channels (e.g. public service announcements, social media platforms, and outdoor media).

County Counsel has approved the agreements as to form. County Counsel and the CEO have reviewed and approved this delegated authority action.

Honorable Board of Supervisors  
March 17, 2011  
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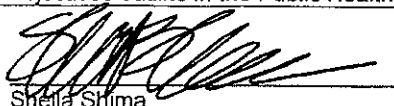
Attachments A and B are the Sole Source Checklists which have been approved and signed by the CEO.

If you have any questions or require additional information, please let me know.

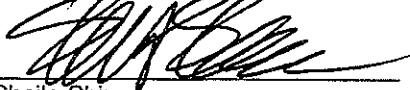
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Attachment (2)

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

SOLE SOURCE CHECKLIST  
LAGRANT COMMUNICATIONS

Check (✓)	JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES <i>Identify applicable justification and provide documentation for each checked item.</i>
	<ul style="list-style-type: none"> <li>➤ Only one bona fide source for the service exists; performance and price competition are not available.</li> </ul>
✓	<ul style="list-style-type: none"> <li>➤ Quick action is required (emergency situation) through July 30, 2011</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Proposals have been solicited but no satisfactory proposals were received.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ It is most cost-effective to obtain services by exercising an option under an existing contract.</li> </ul>
	<ul style="list-style-type: none"> <li>➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).</li> </ul>
✓	<p>Other reason. Please explain: LAGRANT COMMUNICATIONS is uniquely qualified to develop customized messages and materials for African-American and Hispanic markets as part of a comprehensive immunization and flu prevention media campaign. LAGRANT COMMUNICATIONS is a premier multicultural agency based in Los Angeles that targets two of the most dominant communities in Los Angeles County – Hispanics and African Americans. With more than 20 years of experience serving the needs of these communities, LAGRANT COMMUNICATIONS has the bilingual and bicultural staff and necessary experience to effectively target these communities in a culturally relevant way that respects and understands the nuances and barriers that exist regarding vaccinations. LAGRANT COMMUNICATIONS also has a proven track record relating to community outreach as well as a strong network of community partners. Their professional network and experience working with community based organizations facilitates LACDPH's ability to establish and sustain trusted relationships with our communities. Further, their experience will help LACDPH extend the campaign's reach beyond the media, to a more a grass roots level.</p> <p>Due to the short time frame, the bidding process will not allow us to fulfill the goals and objectives outline in the Public Health Emergency Response (PHER) grant.</p>
	<div style="display: flex; justify-content: space-between;"> <div>   Sheila Shima  Deputy Chief Executive Officer, CEO </div> <div> <u>3/17/11</u>  Date </div> </div>

SOLE SOURCE CHECKLIST  
EDELMAN

Check (✓)	<p style="text-align: center;"><b>JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES</b></p> <p><i>Identify applicable justification and provide documentation for each checked item.</i></p>
	<p>➤ Only one bona fide source for the service exists; performance and price competition are not available.</p>
✓	<p>➤ Quick action is required (emergency situation) through July 30, 2011</p>
	<p>➤ Proposals have been solicited but no satisfactory proposals were received.</p>
	<p>➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.</p>
	<p>➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.</p>
	<p>➤ It is most cost-effective to obtain services by exercising an option under an existing contract.</p>
	<p>➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).</p>
✓	<p>Other reason. Please explain: Edelman is uniquely qualified to lead collaborative efforts to develop and implement a comprehensive, culturally, and linguistically appropriate media campaign to effectively reach the general market as well as Hispanic, African American, Asian, and Eastern European communities. Edelman is a leading independent global PR firm. Edelman is rooted in health and has one of the most respected healthcare practices in the world. Edelman's professionals have worked in healthcare delivery, administration, regulation and communications, offering LACDPH an insider's perspective of the industry. Its understanding of the opportunities and challenges facing healthcare organizations has been built through years of working with patients, researchers, providers, employers, payors, advocacy groups, regulatory entities, professional associations and the media.</p> <p>Due to the short time frame, the bidding process will not allow us to fulfill the goals and objectives outline in the Public Health Emergency Response (PHER) grant.</p>
	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">               _____              Sheila Shima              Deputy Chief Executive Officer, CEO           </div> <div style="text-align: center;"> <p>3/17/11</p>             _____              Date           </div> </div>